

METHOD AND SYSTEM FOR MANAGING TELEVISION ADVERTISING

ABSTRACT OF THE DISCLOSURE

Methods, a computer-readable medium, and a system are provided for managing television advertising inventory and pricing in a service area. Available advertising
5 information is classified into a matrix including a plurality of cells. Each of the cells is associated with a channel, a daypart, and a service zone within the service area. An advertising inventory is associated with each cell. Relevant viewer information is associated with each cell. An advertising price settable based on the available advertising inventory and the relevant viewer information also is associated with each cell. Available advertising
10 inventory information and the pricing information stored in the matrix is accessible by specifying at least one selection criterion reflective of the advertising information stored in the plurality of cells.




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